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DEPARTMENT: BUSINESS MANAGEMENT AND MARKETING

MASTER THESIS

PACKAGING DESIGN EFFECTS AS INSTRUMENT FOR THE DETERMINATION OF CONSUMER BEHAVIOR

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INTRODUCTION

Marketing, at the contemporary time, has become one of the most important sectors in which all firms are focused, regardless of their activity or scope and the size they have. Moreover, we can say that it predisposes a big role in the business world and beyond and can be counted as by the key elements of the companies they face when planning the highest achievement of organizational productivity.

At present, packaging design as a marketing element has become one of the most important tools by companies that try to achieve a good communication with their customers and make efforts to reach the potential customer segment, thus affecting their choice of consumer and their willingness to purchase on the basis of the appropriate packaging design of their particular product. Therefore, this has led to the overriding importance of other marketing mix elements, packaging design becomes an important marketing tool to influence consumers' choice of product consumption.

In order to make communication between companies and consumers more effective and efficient, companies always try or make an effort to explore how consumers respond to tastes in relation to the designs of their products, and therefore taking into account the importance of this thematic we decide to analyze how today's day affects the design of packaging in the consumption of certain products of companies.

CONCLUSIONS AND RECOMMENDATIONS

It is well-known that from today's point of view, the development of the economic market clearly underlines the role of packaging of products. Packaging plays an important role in the market where similar products exist and are competing among themselves, while packaging design is presented as a means to cope with the existing and tough competition in the market.

Based on the great importance of its packaging and design, this research investigates the influence of packaging design on consumer choice and behavior during purchasing and how consumer perceptions vary according to the different types of packaging and packaging design of certain products.

Therefore, the main or primary purpose of this paper is to demonstrate the effects of the connection between packaging, packaging design as a marketing tool for companies and consumer choice, while the secondary is to provide companies with important information about the proper packaging design and of its elements to increase the consumption of their products in the market.

Packaging design is not just a decor. Packaging can be considered as one of the main elements that affect the sale of products and services.

Various studies have shown how effective can be a packing by increasing the attractiveness of a product, making it more acceptable and more enjoyable for the consumer's eyes.

Based on our data on the field, the average family income is roughly 450 euros which means that the level of income influences their decision to choose one type.